

lems. All of us are consumers vitally interested in excessive costs. The largest number in attendance were actively engaged in farming and aware of need for a fair share of the nation's economy, since agriculture is the most important primary industry in Ontario and since it affects every citizen. Anything that will affect the future of agriculture will affect our province's economy and society.

Time and again we heard reference made to lack of understanding of the farmer's problems or the distorted public image which fails to understand the farmer's role. Suggestions were made that we should get away from showing only the extremes of agriculture and that the farmer's story and the food and agricultural industry's record of achievement should be told.

Your delegates participated in group discussions and from the floor verbally supported the resolution for continuing study. But it was our opinion that we, as members of the Women's Institute, could play our greatest part in projecting a true image of the farmer and his vitally important agriculture and food industry. We must not take the farmer's lot for granted but we must realize that a better public relations job of understanding the farmer's role in society is a prerequisite for the implementation of more effective agriculture policies.

Impressions

By Mrs. John Charlton

Armed with a small bit of background and somewhat awed at the prospect of representing the Federated Women's Institutes of Ontario, I arrived at the Conference on Agriculture and Food at Prudhomme's Garden Centre Hotel, Vineland.

As the meeting progressed it became evident that the work of the planning committee had been no small task. I knew that our President, Mrs. Everett Small had made many trips to Toronto during the summer to participate in these plans.

From the various papers and speeches we received a wealth of material with which to work. These papers were prepared by fully qualified persons, not only in our own province but from other provinces in Canada; from the United States and from Scotland. The sessions were carried on in a relaxed manner. Each delegate had an opportunity to express himself at one time or another. We shared our ideas and many problems relating to Agriculture and Food were considered.

It was a wonderful experience to sit at a Conference table with an Economist from the

Canadian Department of Agriculture; a Director of Agriculture from Manitoba; a University of Guelph Professor of Veterinary Medicine; a member of the Agrologists of Canada, the Federation of Agriculture, the Farmer's Union and one from a Breed and a Poultry Organization; to discuss with them and come up with an answer to the various questions submitted to our group. We found that this was not an easy path to travel, but it was a wonderful feeling — that no matter how difficult the problem, willing delegates were there to try to work out a solution. We learned that progress comes not by some magic word or by governments, but from the working together of individuals who will accept a challenge. Knowledge comes from participation. At this Conference an opportunity was given to farm people to approach their problems from a realistic viewpoint and to improve their image.

A committee was named by the Minister of Agriculture to share the responsibilities with the government on research in planning for the future of Ontario Agriculture. From now on when we say "Farm people have a voice in Agriculture policy", it has a meaning to me. It has become a reality since I saw it in action at this Conference.

Consumer Tapes Available

THE CONSUMER RADIO TALKS by Miss Dora Burke of the Home Economics Branch of the Ontario Department of Agriculture and Food are taped and after taping the scripts are available to persons especially interested. Following a talk on "Give Hallowe'en Costumes a Fire-Resistant Finish" the Chairman of the Ontario UNICEF Committee wrote:

"Your article entitled 'Give the Hallowe'en Costumes a Fire Resistant Finish' is of great interest to me because of my concern for the welfare of children. As you may know, UNICEF conducts its largest campaign at Hallowe'en and many children collect pennies for UNICEF. We have volunteers who do excellent work for us, and we would like to have your permission to tell them about how a finish like this may save a child's life, together with the directions for making it."

Scripts of Miss Burke's talks are sent regularly to the Consumers' Association of Canada, to the Home Teachers of the Blind and to a number of press people. Anyone interested may have her name added to the mailing list.